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Message Text

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PAGE 01 STATE 230890

21
ORIGIN IO-13

INFO OCT-01 ISO-00 CIAE-00 CU-04 INR-07 NSAE-00 USIA-15

EUR-12 /052 R

DRAFTED BY IO/UNESCO:FLAWTON:CMS
APPROVED BY IO/UNESCO:RHEATER
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R 171957Z SEP 76
FM SECSTATE WASHDC
TO AMEMBASSY PARIS

UNCLAS STATE 230890

NESCO

E.O. 11652: N/A

TAGS: SEDU, UNESCO

SUBJECT: WERNER ERHARD SEMINARS (EST)

IN RESPONSE TO PERM DEL (TINSMAN) INQUIRY CONCERNING EST FOUNDATION IO/UNESCO IS TRANSMITTING BY AIR POUCH EXCERPTS FROM AUGUST 1975 PHSYCHOLOGY TODAY ARTICLE ON EST - ERHARD SEMINARS TRAINING. AUTHOR MARK BREW WHO DESCRIBES HIS PERSONAL EXPERIENCES WITH EST, STATES THAT"EST IS NO ORDINARY CALIFORNIA CULT. IT IS A MULTIMILLION DOLLAR CORPORATION THAT HAS DOUBLED IN SIZE EACH YEAR AND OPERATE NATIONWIDE WITH THE EFFICIENCY OF A CRACK BRIGADE. IT BOASTS A PRESIDENT WHO TAUGHT AT HARVARD BUSINESS SCHOOL AND LEFT THE POSITION OF GENERAL MANAGER OF COCA-COLA BOTTLING COMPANY OF CALIFORNIA TO JOIN WERNER; IT HAS BEEN ENDORSED AND EVEN JOINED BY PROMINENT LAWYERS, DOCTORS AND PSYCHOLOGISTS; IT HAS TRAINED CALIFORNIA SCHOOLCHILDREN UNDER A FEDERAL GRANT; AND ITS ADVISORY BOARD IS CHAIRED B A FORMER CHANCELLOR OF THE UNIVERSITY OF CALIFORNIA MEDICA SCHOOL, SAN FRANCISCO..."

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"EST IS A COMPANY WHOSE PRIMARY BUSINESS IS THE SALE OF A

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"STANDARD TRAINING" WHICH CURRENTLY GOES FOR 250 DOLLARS A

HEAD AND LASTS FROM 15 TO 18 HOURS EACH SATURDAY AND
SUNDAY FOR TWO CONSECUTIVE WEEKENDS. IT IS A TRAINING
THAT "DOESN'T TEACH ANYTHING," ACCORDING TO WERNER; "WHAT
IT DOES IS GIVE PEOPLE THE SPACE TO LEARN FROM THEMSELVES

FOR FURTHER INFORMATION, WE SUGGEST DR. TINSMAN CHECK OUT
NEWSWEEK MAGAZINE OF FEBRUARY 17, 1975, IF OBTAINABLE,
WHICH INCLUDES BIOGRAPHY OF ERHARD AND DISCUSSION OF EST ROBINSON

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Disposition Event:
Disposition History: n/a
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TAGS: SEDU, US, UNESCO, EST
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